OFFICE OF THE CITY MANAGER NO. LTC # 124-2013

LETTER TO COMMISSION

2013 APR 15 AM 9: 50 CITY CLERK'S OFFICE

TO:

Honorable Mayor and Members of the City/Commission

FROM: Jimmy Morales, City Manager

DATE: April 12, 2013

Subject: Goodwill Ambassador Program – Memorial Day Weekend

Letter to Commission is in response to a request from the This Neighborhood/Community Affairs Committee following the discussion regarding the Citv's Major Event Plan. As we do for each and every major event, representatives from the Administration have been preparing and allocating resources for this year's Memorial Day Weekend, which is expected to be very busy for the City.

The City's Goodwill Ambassador (GWA) teams, along with Miami-Dade County Goodwill Ambassadors will once again be an integral part of our City's Major Event Plan, helping our visitors remain informed of pertinent information and representing the City. As a Goodwill Ambassador, our employees have the vital task of presenting our City, answering questions whenever necessary, providing directions to anyone who may be lost or simply to identify areas of concern and alert the pertinent parties.

## Background:

The City of Miami Beach will once again deploy approximately 150 City staff to serve as Goodwill Ambassadors during the daytime hours for beach details. The CMB Goodwill Ambassadors have historically been deployed during Memorial Day and Spring Break weekends. The Goodwill Ambassadors have proven to be a tremendous asset in assisting police officers with non enforcement police related duties in an effort to keep our beach clean and safe.

Miami-Dade County Community Relations Board will also deploy their Goodwill Ambassadors during Memorial Day Weekend: Miami-Dade County Goodwill Ambassadors will primarily be deployed during night time hours in the entertainment district but will also assist the CMB Goodwill Ambassadors with the daytime Beach detail.

CMB Goodwill Ambassadors Responsibilities and Assignment:

The CMB Goodwill Ambassadors will be assigned to various locations within the entertainment district and beach area. The CMB Goodwill Ambassadors will be divided into teams and will assist police officers with educating beach goers on the City's laws and fines pertaining to glass bottles, styrofoam coolers and open alcoholic containers on the beach. The CMB Goodwill Ambassadors will be tasked with checking public bathrooms, distributing brochures, outlining safety tips, reporting any criminal activity to law enforcement officers, distribution of small biodegradable courtesy litter bags to beach goers, reporting overflow garbage cans and monitoring areas within the Entertainment District where crowd control may be needed. The CMB Goodwill Ambassadors will also assist uniformed police officers with cooler checks. The CMB Goodwill Ambassadors are required to wear City approved Goodwill Ambassadors' shirts and non-sworn police ID cards. The ID card identifies the individual as a CMB Goodwill Ambassador and must be clearly visible at all times. The CMB Goodwill Ambassadors will also assist with Beach Clean-up efforts.

## **Staging Location:**

The CMB and Miami Dade County Goodwill Ambassadors staging location will be the 10<sup>th</sup> Street Auditorium (1001 Ocean Drive).

## Personnel:

Police personnel assigned to the Goodwill Ambassadors will consist of three (3) uniformed police officers. The uniformed police officers along with Goodwill Ambassadors during the distribution of small courtesy litter bags, cooler checks and take any law enforcement action deemed necessary. The uniformed police officers will also be tasked with issuing all Goodwill Ambassadors non sworn police ID cards, maintaining a matrix for each team's locations, monitoring radio communications, maintaining documents needed for our records, assist Customer Service Manager Barbara Hawayek with the supervision of Goodwill Ambassadors, assign the Goodwill Ambassadors to locations where their assistance is needed and author any incident reports.

## **CMB Goodwill Ambassadors restrictions:**

CMB Goodwill Ambassador Volunteers must meet the following criteria in order to participate:

- No more than 10 sick days (not incidents) in the last 12 month period to request.
- No Absent without Leave (AWOL) in the last 12 months period.
- Have an evaluation of no less than 65 overall score and not less than a 7 in the area of customer service and ability to work with others.
- Received no discipline in the last 6 months
- Not currently on active FML leave

In addition, all employees must obtain approval from their supervisor and Division Director.

Employees who volunteer to be a Goodwill Ambassador throughout this event will receive administrative time for time worked. For the first eight hours worked, the

administrative time will calculated hour for hour. Upon the completion of the initial eight hours, any time worked will be calculated at 1.5 hours. For example: If they work 12 hours, they will receive 14 hours of administrative time. All staff members will have the opportunity to work a <u>maximum</u> of two 10 hours shifts. If you are interested in volunteering we ask that you contact Customer Service Manager, Barbara Hawayek at <u>bhawayek@miamibeachfl.gov</u> or send your approved form via interoffice mail.

All Police-issued ID cards must be returned at the end of each shift in order to receive the entire administrative leave. One meal will be provided daily and GWA must have their Police ID and Goodwill Ambassador T-shirt. Meals will be served at the Miami Beach Convention Center. Administrative leave accumulated during deployment is projected to cost approximately \$85,000.

**Operational Time Line:** 

The CMB Goodwill Ambassadors are scheduled for deployment on May 25<sup>th</sup> and May 26<sup>th</sup> from 10am to 8pm. The Miami-Dade County Goodwill Ambassadors will be deployed beginning Thursday May 23<sup>rd</sup> thru Monday May 27<sup>th</sup> (hours of operation will be determined on operational needs). In addition, Miami Dade County Goodwill Ambassadors will also cover Saturday and Sunday from Noon to 10pm. The area of responsibility will be north of 10<sup>th</sup> street and the Beach.

**Transportation:** 

The Goodwill Ambassadors will use golf carts as a source of transportation provided by the Miami Beach Convention Center. All volunteers will park in the P-Lot (north of City Hall). A shuttle service will be provided from the Miami Beach Convention Center to the Police Station and back.

JM/KGM/bh